

COASTAL CRUISER

A VEHICLE FOR COMMUNICATION

THE MAP:

Our Oceans and Coasts are under attack by beach closures, increased beachside and blufftop development, shoreline armoring and a loss of biodiversity.

There exists a lack of recognition of local issues by federal and state coastal management programs.

Increasingly social and physical separation from the coastline alienates communities from coastal experiences and thus concerns.

Many locals feel powerless to affect change in their communities and thus are apathetic towards environmental issues.

THE DESTINATION:

EXCITE, INTEREST, AND EMPOWER LOCAL COMMUNITIES VIA NON-TRADITIONAL EDUCATIONAL EXPERIENCES SUCH AS THE ARK.

EDUCATE COASTAL AND NON-COASTAL COMMUNITIES ON ENVIRONMENTAL AND SOCIAL THREATS TO OUR NATIONS COASTLINES.

PROVIDE AND ENRICHING & ENGAGING EDUCATIONAL EXPERIENCE FOR INDIVIDUALS OF ALL AGES.

USE ALTERNATIVE MEANS OF EDUCATION AND PUBLICITY: SPEAKERS, RALLIES, COMPUTER DISPLAYS, CONTESTS, MUSICAL PERFORMANCES, AND FESTIVALS.

GENERATE HYPE, INTEREST AND EXCITEMENT ABOUT COASTAL ISSUES.

IDENTIFY EFFECTIVE TECHNIQUES FOR LOCAL EMPOWERMENT.



THE TOUR:

CREATE THE VEHICLE FOR COMMUNICATION.

PLAN A NATION-WIDE, 4-6 MONTH SUMMER TOUR.

CREATE A MULTI-LEVEL MARINE AND COASTAL CURRICULUM EMPHASIZING HANDS ON, TECHNICAL, AND EXPERIENTIAL LEARNING FOCUSED ON YOUTH.

COORDINATE WITH OTHER LOCAL INTEREST GROUPS AND EVENTS NATIONALLY (MUSIC AND CULTURAL EVENTS, FAIRS, FESTIVALS, COMMUNITY EVENTS).

CREATE AND INTERNET PRESENCE.

GENERATE AN ATMOSPHERE WHERE COASTAL ACTIVISM IS APPEALING, EXCITING AND HIP.

GENERATE A COMMUNITY INTEREST ATLAS TO HELP FOCUS STATE AND FEDERAL GOALS.

filling the tank:

build interest, collaboration, and support overcome the "this is crazy- pessimism"

gather an innovative and diverse staff

find sponsors

generate funding

find a bus

To Learn more about our half-baked idea contact:
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COMING TO A COMMUNITY NEAR YOU!